

OBMA SOCIAL MEDIA WORKSHOP

April 25, 2017
Resources and Links

Photo & Video Resources:

[Color Meanings](#)

[How to take great photos — even on your cell phone](#)

[How to Capture High Quality Product Photos With Your SmartPhone](#)

[10 Top Photography Composition Rules](#)

[Remove the Background of Your Product Photos with These 4 Editing Tools](#)

[7 Inspiring Ecommerce Call to Action Examples and Why They Work](#)

[Communicate with impact using Adobe Spark](#) (*social graphics, web stories and animated videos*)

[Create eye-catching animated posts and share them on Facebook Pages, Twitter & Instagram](#)

[Social Media Content Creation Best Practices](#)

[Google Trends - Stories Trending Now](#)

The best tool for figuring out exactly where to target paid Facebook ads to get the best return but the biggest benefit for them isn't direct sales but more social exposure, people liking and sharing posts which inevitably leads to traffic and sales indirectly.

Digital Resources from Facebook:

- <https://www.facebook.com/business/learn/facebook-ads-basics>
- https://www.facebook.com/business/?campaign_id=838271292900675&placement=exact&creative=86514506829&keyword=facebook+ads&extra_1=ca065990-cafd-4fb3-8112-4a497252cc92
- <https://www.facebook.com/business/news/helping-small-businesses-succeed-in-a-mobile-world>